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**MAYOR MICHAEL R. BLOOMBERG ANNOUNCES APPOINTMENTS  
TO THE NEW YORK CITY SPORTS COMMISSION AND  
SPORTS DEVELOPMENT CORPORATION**

Mayor Michael R. Bloomberg today announced the appointment of five members to the New York City Sports Commission and 28 members to the Sports Development Corporation. Both entities, whose members met for the first time today at City Hall, will work with Sports Commissioner Ken Podziba to attract professional and amateur athletic events to the City, promote New York City as the premier location for international and national-level sporting events, and develop initiatives that serve New York City's youth and disabled populations. The Sports Commission was created in 1986 by Local Law 74, and the Sports Development Corporation was created in 1994 as a local development corporation. The two organizations operate together, and their members represent the broad diversity and strength of the City's sports, business, and government communities. The Sports Commission is composed of five members: two appointed by the Mayor, two appointed by the Speaker of the City Council, and one Chair designated by the Mayor and the Speaker. They each serve a term of three years. Mitchell B. Modell has been reappointed as Chair.

"I am pleased to appoint such a distinguished group of individuals to the Sports Commission and the Sports Development Corporation," said Mayor Bloomberg. "The Sports Commission has done an extraordinary job of marketing and promoting New York City, and attracting exciting events to the City such as the NFL Kickoff Live In Times Square. Sporting events play a vital role in our City's economy and I am confident that these individuals will work together to enhance our reputation as the 'Sports Capital of the World'."

"I am honored to be reappointed as Chair of the New York City Sports Commission and would like to thank Mayor Bloomberg for giving me the opportunity to continue serving the City of New York," said Mitchell B. Modell. "With the addition of some of our city's finest business, sports and government leaders, I am confident that we can bring sports in New York to an even higher level."

"I am delighted that the Mayor and Speaker have selected such a talented, accomplished and diverse team to serve on our Board," said Sports Commissioner Podziba. "They will undoubtedly provide us with the leadership necessary to further enhance our city's economy through sports."

The Sports Commission played an important role in attracting and creating many new sporting events including the NFL Kickoff Live from Times Square, NYC Cycling Championships presented by BMC Software, Senior Men's Tennis Championship, Let Freedom Run and The Wild Onion Urban Adventure Race. The Commission is also working with the NYC Permanent Host Committee to bring the 2008 Super Bowl to New York/New Jersey and NYC2012 to bring the Olympic games to The World's Second Home™.

***Appointees to the Sports Commission***

**Herbert E. Berman** is the President and Chief Executive Officer of the Roosevelt Island Operating Corporation. Prior to this appointment, he served as a Special Assistant to Governor Pataki. Prior to his

working for the Governor, Mr. Berman served on the New York City Council as Chair of the Finance Committee.

**David N. Dinkins** is a Professor at Columbia University's School of International and Public Affairs Center for Urban Research and Policy. He also hosts a public affairs radio program, "Dialogue with Dinkins" on WLIB-AM, and continues to advocate for children, education, compassionate urban policy, and tolerance. Mr. Dinkins was the 106th Mayor of the City of New York and began his career in public service in 1966 in the New York State Assembly. He was elected President of the Borough of Manhattan in November 1985.

**Daniel L. Doctoroff** is the Deputy Mayor for Economic Development and Rebuilding. Prior to his appointment, Mr. Doctoroff was the managing partner of Oak Hill Capital Management and the founder and president of NYC2012, the not-for-profit corporation created to bring the Olympics to New York City in 2012. Mr. Doctoroff is a graduate of Harvard College and the University of Chicago Law School.

**Mitchell B. Modell** will continue to serve as Chair of the Commission. Mr. Modell is Chief Executive Officer of Modell's Sporting Goods, America's oldest and largest family-owned and operated sporting goods company. He serves on the Board of Directors of the Police Athletic League, NYC2012, NYC & Company, Fashion Center BID and National Retail Federation.

**David I. Weprin** is the Chairman of the City Council's Finance Committee. In 2000, Mr. Weprin became a partner in the law firm of Sieratzki, Ceccarelli and Weprin. From 1987-2000, he occupied positions with Donaldson, Lufkin & Jenrette, Kidder Peabody, PaineWebber, Inc., and Advest, Inc. as Vice-President, Senior Vice-President and Managing Director in Municipal Finance. He served as Chairman of the Security Industry Association – New York District.

#### ***Appointees to the Sports Development Corporation***

**Seth Abraham** is the President of Madison Square Garden and is responsible for the oversight of Radio City Entertainment, MSG Sports Properties, MSG Network, Corporate Marketing, Facilities, and the Special Events, Group and Suite Sales unit. Prior to MSG, Mr. Abraham was President and CEO of Time Warner Sports where he was responsible for developing and overseeing the Time Warner corporate sports strategies. Prior to joining AOL-Time Warner, Mr. Abraham was the Special Assistant to the President of the Major League Baseball Promotion Corporation, where he developed promotions with national corporations.

**Val Ackerman** is the President of the WNBA and is responsible for the growth and development of the pre-eminent women's basketball league in the world. Ms. Ackerman joined the

NBA as a Staff Attorney and served as Special Assistant to Commissioner David Stern before becoming the Vice President of Business Affairs. She serves on the Board of Directors of USA Basketball, the Executive Committee of the Naismith Memorial Basketball Hall of Fame and the National Board of Trustees for the March of Dimes.

**Tim Brosnan** is the Executive Vice President of Major League Baseball and is responsible for all domestic and international business functions of MLB's Office of the Commissioner including domestic broadcasting and MLB Productions. He was instrumental in the expansion of MLB's international presence, which saw MLB broadcast distribution increase from 70 to over 200 countries. It also resulted in a tripling of international revenues. Mr. Brosnan is a member of the New York City Bar Association's Sports Law Committee.

**Randy Campbell** is the Managing Director and Head of Sports Advisory and Finance Group for SG Cowen investment group. Mr. Campbell joined SG Cowen in 2001 after an 11-year career with Goldman Sachs. He has been involved with some of the leading financings, strategic advisory assignments and change of ownership transactions in the sports industry. He has worked on the financing of the Utah Jazz, Los Angeles Kings and Broadband Sports; he has advised the NHL, PGA, YankeeNets, and Toronto Blue Jays; and participated in the acquisition/divestiture of several professional league teams.

**Michael Cardozo** is the City of New York's Corporation Counsel. Prior to this appointment, Mr. Cardozo was a partner at Proskauer Rose LLP where he was an active trial lawyer. He represented numerous sports leagues and was a leading member of the Sports Bar. His clients included the National Hockey League (for whom he served as General Outside Counsel), the National Basketball Association and Major League Soccer. From 1996-98, Mr. Cardozo was the President of the 21,000-member Association of the Bar of the City of New York.

**Bill Daly** is the Executive Vice President of the National Hockey League and is responsible for administering and negotiating the league's collective bargaining agreements with the NHL Players' Association and NHL Officials Association. He is also responsible for managing NHL International, one of the league's strongest growth markets. He has strengthened the league's relationship with the international hockey community, enhanced its international marketing efforts and played a lead role in negotiating the league's marketing/co-branding agreement with the Salt Lake Organizing Committee – the first agreement of its kind between a professional sports league and an Olympic organizing committee.

**Lee Ann Daly** is the Senior Vice President of Marketing at ESPN and is responsible for the development, direction and implementation of all ESPN branding, advertising, creative services, and marketing for the Walt Disney Corporation sports unit and affiliated businesses. She was instrumental in developing the award-winning "This is SportsCenter" campaign. Prior to ESPN, Ms. Daly was Senior Vice President and General Manager of Global New Communications, a division of Ammirati Puris Lintas.

**Richard K. DeScherer** is a partner in the Corporate and Financial Services Department of the law firm of Willkie Farr & Gallagher. He specializes in general corporate law, information technology, media, and intellectual property, and serves as the Co-Chair of the firm's executive committee. Mr. DeScherer is a member of the Board of Directors and the Executive Committee of Bloomberg L.P. and is also a Director of Lincoln Center for the Performing Arts.

**Donna de Varona** is the Liaison for ABC Sports and ESPN, and an on-air announcer. Ms. de Varona won two Olympic gold medals in swimming (Tokyo 1964) and has been involved in a wealth of organizations promoting sports throughout her career. She recently served as an Advisor on the White House's Office of National Drug Control (ONDC) as well as Senior Advisor to the United States Olympic Committee. From 1991-1994, Ms. de Varona served as a board member of the Women's World Cup Organizing Committee.

**Dick Ebersol** is the Chairman of NBC Sports and NBC Olympics. He was named Chairman in 1998 and oversees every aspect of NBC's involvement with sports and particularly the Olympic Games. He was instrumental in NBC acquiring the exclusive broadcast and cable rights for the 2004 Summer Olympics, the 2006 Winter Olympics, and the 2008 Summer Olympics. Prior to being named Chairman, he was the President of NBC Sports. Mr. Ebersol began his career at NBC in 1974 as Director of Weekend Late-Night Programming and teamed with Lorne Michaels to create *Saturday Night Live*.

**Don Garber** is the Commissioner of Major League Soccer. Mr. Garber reorganized the MLS's marketing department, creating a fan development group and team services division, and has expanded Major League Soccer's resources in Hispanic marketing and communications. Prior to the MLS, he was the Senior VP/Managing Director of NFL International overseeing television production and distribution, marketing and fan development activities, sponsorship sales, and licensing.

**Roger Goodell** is the Chief Operating Officer of the NFL and is responsible for all business operations, which include broadcasting and new media, marketing, consumer products, sponsorship, stadium management, international development, and special events. Mr. Goodell has been instrumental in many NFL initiatives, including expansion, realignment, stadium development, and international business.

**John Hayes** is the Chief Marketing Officer for American Express and is responsible for the company's brand marketing and advertising, and the management of its advertising agencies, creative development, media strategy, and market research. Prior to joining American Express in 1995, he worked for Loew & Partners, Geer DuBois, Ammirati & Puris and Saatchi & Saatchi Compton. Hayes is a member of the board of the Tiger Woods Foundation.

**Wendy Hilliard** is the Managing Director of Sports for NYC2012 and is the liaison between NYC2012 and all National Governing Bodies, the New York amateur sports community, and regional Olympians on all sports issues. She is a former president of the Women's Sports Foundation. Ms. Hilliard is the Founder and Director of the Wendy Hilliard Foundation, which provides community-based rhythmic gymnastics programs for inner-city children. She is also the Vice Chair for Rhythmic Gymnastics for USA Gymnastics' Board of Directors and the Chair of the Athletes' Council of USA Gymnastics.

**Arlen Kantarian** is the Chief Executive Officer of Professional Tennis and is responsible for all aspects of the USTA's Professional Tennis operations, including the US Open, the US Davis Cup, Fed Cup and Olympic teams. He is also responsible for all broadcast, marketing, and internet initiatives; and all

stadium and facility operations of the USTA National Tennis Center. Prior to joining the USTA, Mr. Kantarian served for nine years as President and CEO of Radio City Entertainment. He also spent six years at the NFL and oversaw all marketing, promotion, sponsorship and publishing activities of the NFL, its teams, and the Super Bowl.

**Kay Koplovitz** is the Principal of Koplovitz & Company, a media advisory firm to major corporations and organizations. Ms. Koplovitz founded USA Network in 1977 and served as Chairman and CEO until 1998. Ms. Koplovitz was the first to negotiate cable rights to major league sports including MLB, the NBA and NHL. In 1998, President Clinton appointed her Chairperson of the National Women's Business Council.

**Peter Madonia** is the Chief of Staff to Mayor Michael R. Bloomberg. Prior to his appointment, Mr. Madonia served as First Deputy Commissioner of the Fire Department, Deputy Commissioner for Budget and Operations at the Department of Buildings, and Executive Assistant to the Deputy Mayor for Operations. Mr. Madonia received a Bachelor of Arts from Fordham University, where he has taught as an Adjunct Professor for Urban Studies, and a Master's degree in Urban Studies from the University of Chicago.

**Jarred Metze** is the retired President and Chief Executive Officer of Professional Sports Publications (PSP). Mr. Metze oversaw the growth of PSP into a \$100 million publishing and sports marketing company. PSP publishes *HOOP* Magazine, the official magazine of the NBA, as well as game day souvenir magazines for 435 universities in football and basketball, 15 MLB teams and eight NFL teams. Prior to his career at PSP, Mr. Metze was a member of the American Airlines legal department in New York City.

**Cristyne L. Nicholas** is the President and Chief Executive Officer of NYC & Company, a private non-profit corporation that enhances New York City's economy through tourism development. Its membership consists of more than 1,400 businesses. Prior to joining NYC & Company, Ms. Nicholas served as former Mayor Rudolph Giuliani's press secretary and was later promoted to Director of Communications where she oversaw the City's communications strategy. She also served as Mayor Giuliani's acting Chief of Staff. She is an Adjunct Professor at Baruch College and an instructor at the Women's Campaign School at Yale University.

**Martin Regan** is the Principal and Co-Founder of Kepmen Capital, Inc. Mr. Regan manages and supervises a trading floor with 15 traders, and is also responsible for the day-to-day operations of the firm and its charitable contribution initiative. Prior to the founding of Kepmen Capital, Mr. Regan founded Remek & Company, a stock trading comp

**Sue Rodin** is the President of Stars & Strategies, Inc., a New York-based sports marketing and management agency. Prior to starting her own company, Ms. Rodin served as in-house consultant for Avon Products' 1996 Olympic Games sponsorship and licensing programs, for both domestic and global markets. Ms. Rodin was previously Vice President and Director of Promotions at National Media Group, Inc., a sports marketing agency in New York. She is founder and president of Women in Sports and Events (WISE), a national networking organization for female executives. In 1999, Street & Smith's Sports Business Journal ranked her #18 among the TOP 25 Female Sports Executives.

**Valerie Salembier** is the Senior VP and Publisher of Harper's BAZAAR. Prior to this position, Ms. Salembier was the Vice President and Publisher of Hearst's *Esquire* Magazine. Previously, she was Senior Vice President and Publisher of *Family Circle*. Prior to that, Ms. Salembier was President of the *New York Post*. She is a member of the Committee of 200, an international organization of leading businesswomen, and is a member of the Women's City Club, the Women's Forum, and New York Women in Communications. Ms. Salembier is also a founder and author of *Rotisserie League Baseball*.

**Harvey W. Schiller, PhD** is the President and Chief Executive Officer of Assante U.S. Dr. Schiller recently served as Chairman and CEO of YankeeNets LLC. Until December 1999, Dr. Schiller served as Vice President of sports programming for Turner Broadcasting System (TBS), President of Turner Sports, Inc., and President and Governor of the Atlanta Thrashers. Before joining Turner in 1994, Dr. Schiller was Executive Director/Secretary General of the United States Olympic Committee.

**Adam Silver** is the President and Chief Operating Officer of NBA Entertainment. Mr. Silver oversaw the reorganization of NBA Entertainment and NBA Properties, and is responsible for all of the NBA's and WNBA's business units including television, film, Internet, publishing, photos, merchandising, marketing partnerships, media sales, and event management, all on a global basis. He is also responsible for creating and strengthening many of the NBA's relationships with the entertainment industry and has

developed NBA-themed programs on ESPN, TNT, MTV, BET, Nickelodeon, The Food Network, and Oxygen, among others. Mr. Silver is a member of NYC2012's Advisory Board.

**Clearly Simpson** is the Senior Vice President of Global Marketing Solutions at AOL Time Warner. Prior to this, she was the Executive Vice President of *Sports Illustrated*. Under Ms. Simpson's leadership, *SI For Kids* grew into a premier children's brand, winning numerous awards for its print, online, and television activities. Ms. Simpson was instrumental in forging the marketing partnership between Time, Inc. and the 1999 FIFA Women's World Cup.

**Ramon Tallaj, M.D.** is a member of the Sammy Sosa Foundation and is the Chief of Ambulatory Care at St. Clare's Family Health Center. Dr. Tallaj also was the Dominican Republic's Undersecretary of Public Health and Social Services Ministry.

**Forrest Taylor** is the Chief of Staff to the New York City Council. Mr. Taylor is responsible for overseeing and directing the daily functions of the Council, including finances and operations. He is the top policy and political advisor to the Speaker. Prior to this appointment, Mr. Taylor served as deputy executive director for operations at the Metropolitan Transit Authority and oversaw the \$225 million revitalization of Grand Central Terminal. Prior to his MTA appointment, he served in the administration of former NYC Mayor Giuliani as Chief of Staff to the Deputy Mayor of Finance & Economic Development, and earlier as the Deputy Press Secretary for Budget, Business and Economics.

**Dick Traum, PhD** is the Founder and President of Achilles Track Club. Since 1983, Dr. Traum has encouraged people with all types of disabilities to participate in long-distance running. Under his leadership, Achilles has expanded into 40 chapters in the United States and over 110 chapters on six continents. Prior to founding Achilles, Dr. Traum created and served as President of Personnelmetrics, Inc.

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